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Advertising Age

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GM seeking foreign luxury car line

By JESSE SNYDER

DETROIT—General Motors Corp. is shopping for a European luxury auto maker to become GM's seventh domestic car division and plug a marketing gap that Buick and Cadillac haven't filled.

"We have looked at a number of companies in Europe," said Robert Stempel, vp-group executive of GM's Buick-Oldsmobile-Cadillac group.

Bayerische Motoren Werke AG, Munich, is high on the list. Its chairman, Eberhard von Kuenheim, visited GM last spring. BMW confirmed it has had talks with GM, as well as with Chrysler and Ford, but has shown little interest in being acquired. Company stock is publicly traded but 60% controlled by the German Quandt family.

With expected U.S. sales of 80,000 units this year, BMW is firmly entrenched in the "functional luxury" segment that GM covets. Segment leader Volvo is expected to be just above 100,000 units this year. "Luxury" segment leader Cadillac is expected to finish the year with more than 300,000 unit sales.

Mr. Stempel said GM is talking with more than one European company. Separately, GM is negotiating with a robot-making subsidiary of Italy's Fiat.

GM's last major acquisitions in Europe were made in the 1920s: Vauxhall Motors Ltd., Luton, England, in 1925 and Adam Opel AG, Russelsheim, West Germany, in 1929. Those companies have become the backbone of GM's European operations.

With $7.8 billion in cash at the end of the third quarter, GM is increasingly willing to consider acquisition of an import name-brand product to gain an expensive, sporty car, although buying an auto maker is only one option for GM. Other possibilities include joint ventures or supplier agreements

(Continued on Page 96)

SAG union fears kiss of AIDS

LOS ANGELES—The pall of fear that AIDS has spread over the acting community touched tv commercial production last week in the form of a new demand from the Screen Actors Guild.

The actors' union said it will require that actors, including those in commercials, be given advance notice if "open-mouth kissing" is required.

The step follows earlier disclosures that actor Rock Hudson suffered from AIDS, or acquired immune deficiency syndrome, while playing a romantic lead in ABC's

(Continued on Page 96)

A globe-trotting beer

Miller Brewing positions Lowenbrau as the only beer "brewed around the world in the great beer drinking countries" in the new "This world calls for Lowenbrau" campaign from J. Walter Thompson USA, Chicago. (See story on Page 3.)

Stone & Adler, Chapman merge

By PAUL L. EDWARDS

NEW YORK—The Young & Rubicam Direct Marketing Group is merging Chapman Direct Marketing with Stone & Adler's office here.

Although it is Stone & Adler's New York office that is being closed, the move effectively eliminates Chapman as one of the three direct-marketing agencies that comprised the DMG.

Arthur Klein, president of the group, said the merger creates the seed for a second Y&R direct-marketing network that would complement its Wunderman, Ricotta & Kline network.

The new office will be formally known as Chapman/Stone & Adler. Chapman president William Sutherland will keep that title and add the title of chairman of the executive committee of Stone & Adler. He will report to Stone & Adler chairman-ceo Richard Colligan.

Stone & Adler—headquartered in Chicago and with additional offices remaining in Toronto—is expected to report from $70 million to $75 million in billings this year, while Chapman may reach $50 million.

The combined billings won't alter Stone & Adler's No. 3 position

(Continued on Page 98)

Last Minute News

Warwick layoffs in wake of Seagram loss

NEW YORK—Warwick Advertising, after the recent loss of its long-held Seagram account (AA, Oct. 21), has laid off more than 30 employes. Seagram was one of the agency's two largest accounts.

Cherry cola showdown hits Canada

WINNIPEG, MAN.—PepsiCo, Purchase, N.Y., choosing Canada for a cherry cola showdown with Atlanta-based Coca-Cola Co., last week began testing Cherry Pepsi here and in Vancouver through Pepsi-Cola Canada Ltd. Cherry Pepsi ads from J. Walter Thompson Co., Toronto, are set to break this month. The ads are themed "Grab a taste of the good life." Cherry Pepsi appeared on store shelves 48 hours before the Oct. 28 launch of Cherry Coke in Canada.

Fab spins national with $25M campaign

NEW YORK—Colgate-Palmolive Co. will spend an estimated $25 million on its national rollout of Fab liquid laundry detergent with fabric softener, starting this month (AA, Sept. 23). Also, the company is going national with its reformulated Dynamo 2 liquid detergent. Foote, Cone & Belding, New York, handles both products.

Polaroid names 4 to vie for 7000 account

CAMBRIDGE, MASS.—Polaroid Corp. has invited four New York agencies to pitch its 7000 photographic system account, due out early next year. The account could be worth as much as $40 million (see related item on Page 8). The winning agency also may take over Polaroid's estimated $30 million consumer photographic campaign. All four invited agencies have been

(Continued on Page 8)

Crisis of confidence

Ghost of Christmas past haunts sellers

An Advertising Age roundup

Oshman's Sporting Goods has set its bait for Christmas. The southwestern retailer is deferring payments—interest free—on all consumer purchases made before Dec. 24.

RETAIL FORECAST

This is the first in a series.

Oshman's isn't the only retailer taking out insurance on Christmas. Many retailers are predicting decent Christmas sales and have kept inventories tightly controlled as a hedge to improve earnings. But, erratic sales during the last several months and seven fewer shopping days between Thanksgiving and Christmas than last year are keeping them guessing.

"Sales have been unpredictable," said Robert Benham, president, Halls department stores, Kansas City. "You get two good months, then a bad one. September was tough, maybe because financing deals on cars cut into other sales. Then October was solid, giving us three good months out of four. But we're still apprehensive because every time we get a good head of steam we soften up."

Indebtedness is lower in Denver than in other major markets, according to the Colorado Retail Council. Even so, the city's retailers say shopping trends there are ill-defined. "One week's up and one week's down," said Randy Barberis, vp-marketing, May D&F stores.

This fall's stop-and-go sales are prompting stores once again to try a little harder to reach the consumer. Retailers, if they can help it, are loathe to repeat last year's spiraling rounds of spontaneous price cutting and insist they will try to stick to planned price pro-

(Continued on Page 92)

Will high-tech teddy bears (above) and $65 basketball shoes pay off for marketers betting on Christmas sales? AA picks ten products poised for yuletide success. Page 74.

Off-price merchants dress up for Christmas, but it may not be enough. Page 90.

NEWSPAPER

AA
DC2001#CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

HIGHLIGHTS

GM eyes brands across the water 1

General Motors Corp. is shopping for a European luxury auto maker to become GM's seventh domestic car division and plug a marketing gap that Buick and Cadillac haven't filled.

ıutious Christmas outlook 1

Many retailers are predicting decent Christmas sales and have kept inventories tightly controlled as a hedge to improve earnings, according to an Advertising Age roundup. But erratic sales and seve . fewer shopping days between Thanksgiving and Christmas are keeping them guessing.

Nike slipping away from Chiat? 3

Nike Inc.'s move away from mass marketing toward specialized product lines is cutting drastically into its billings at Chiat/Day. Amid rumors that Chiat will lose the account entirely to Wieden & Kennedy, Nike insists it still has two agencies. The athletic apparel company admits that Chiat's portion of Nike's $20 million budget has diminished, but maintains it has shifted some specialty products Chiat's way.

Newspaper winners and losers 3

Readers in Detroit were down on newspapers this year, while circulation results from other big-city dailies proved a mixed bag of gainers and losers, according to the Sept. 30 FAS-FAX report released last week by the Audit Bureau of Circulations. As the ABC prepared to host its 71st annual meeting in Chicago, circulation gains made earlier this year by some major dailies began showing signs of erosion.

Celebs come in all shapes 4

A sitcom star, an artist, an ex-pitcher, a dancing dog and a giggling actress-model last week demonstrated the power of celebrities in advertising at Great Impressions '85.

Bold stroke for Adidas 10

Adidas' "global" advertising campaign featuring international tennis star Ivan Lendl set against a surreal background is breaking this month in the U.S. and Europe. The $22 million campaign, which Young & Rubicam won in July, is an important one for West Germany's Adidas. The company has lost market share in the U.S. and elsewhere to competitors.

Madison Avenue freeze-out 14

Frozen-food sales are slumping, but don't expect a full-blown, multi-million-dollar industrywide advertising campaign. Instead, the American Frozen Food Institute, National Frozen Food Assn. and Frozen Vegetable Council plan to spend a total of $1 million on three separate public relations efforts next year.

Cashing in on chips 77

Frito-Lay has launched an all-out effort to expand the snack-food category, as well as its already dominant position. With a variety of new chips and new snack forms now in test markets, Frito-Lay also has accelerated its search for a new product that will match the success of O'Gradys, the extra-thick potato chip that chipped in sales of $200 million in its first year.

INTERNATIONAL

Playboy tries global buy 54

Playboy Enterprises is planning a new pan-European joint marketing test with six of its licensees early next year to capture part of the global advertising pie. This gives advertisers in one *Playboy* edition the option of advertising in other countries at a discount. Countries involved in the test are France, Germany, Greece, Italy, the Netherlands and Spain.

BBDO's South African blues 54

Venture/BBDO, the South African agency BBDO International left behind when it transferred an 80% interest two months ago, was fired by its biggest client, S.A. Motor Corp. and lost the $4.8 million Mazda/Mitsubishi account. At the same time, the agency lost managing director Ian Shepherd, who resigned without an explanation last month.

OTHER NEWS

Rax Restaurants, the 450-unit Columbus, O.-based chain, wrestling with ways to boost slumping sales, last week introduced its first new advertising in nearly a year. Page 4.

Tatham-Laird & Kudner's $12 million butter coup has enlarged its stature as a strong package-goods agency. But the new account—along with $10 million in Del Monte Corp. business won earlier—also has made TLK a more attractive takeover target. Page 12.

Benihana National Corp. this month will cut calories from the $325 million Oriental frozen-entree category with a $7.2 million introduction of Benihana Oriental Lites low-calorie entrees. Page 14.

Will success spoil *Country Living*? In just seven years, the magazine that covers antiques, cooking, crafts, real estate and other country pursuits has skyrocketed to a point at which parent Hearst Magazines calls it "the fastest growing major magazine" with 1 million or more circulation. Page 32.

With the traditional corporate market for its best-selling 1-2-3 software program apparently saturated, Lotus Development Corp. is courting small businesses in a new, multi-million-dollar print campaign. Page 38.

Four auto makers are extending 1986 warranties, hoping to head off Chrysler Corp.'s sales inroads and "gray market" European imports in an increasingly cutthroat industry. Page 40.

CAMPAIGNS BREAKING

The Idaho Potato Commission this week breaks a national tv and women's magazine campaign suggesting the state's russets are good "from the very first bite." The ads are scheduled to run through mid-December. D'Arcy Masius Benton & Bowles, San Francisco, handles (AA, Sept. 19).

COMING THURSDAY

Deep inside the management blockbuster "A Passion for Excellence," the reader finds a sentence that captures the essence of Tom Peters' technique: "Anecdotal evidence awaits us by the bucketful." Peters' first book, "In Search of Excellence," embellished the simple message: Stay close to your customers and treat employes like champions. "A Passion for Excellence," the sequel, has bucketsful of anecdotes that all say: Here's how managers are doing what we talked about in the previous book.

Special Report examines daily newspapers, shared mail companies and shoppers' battle for advertisers' business and consumers' attention. Their ammunition is the promise of exposure, whether keyed by Zip code or saturating the market.

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U.S. coin drive to spawn a $10M job

By JANET MEYERS

Washington—The U.S. Treasury this week is expected to recommend a full-blown marketing push for a proposed new gold coin and will be looking next spring for an agency to handle the estimated $10 million campaign.

If the gold-coin program is approved by the White House and Congress, it would target investors who last year spent about $400 million on Krugerrands before the White House's South African sanctions.

Marketing of the coin wouldn't begin until October, 1986, to avoid interfering with the Statue of Liberty coin campaign that will be in full swing next summer.

President Reagan banned im-

(Continued on Page 96)

MLB slides past 'Sport' on MVP

By ROBERT RAISSMAN

All the action at the World Series wasn't on the playing field.

Major League Baseball, which presented Kansas City Royals pitcher Bret Saberhagen with an official Most Valuable Player award sponsored by Chevrolet after the seventh and deciding game, stole the thunder of *Sport*, which presents its 31st annual unofficial MVP award to Mr. Saberhagen today—this one sponsored by Ford.

MLB waited until the fourth game of the Series to disclose an official MVP award even existed. The announcement came in a press release distributed in the press box at St. Louis' Busch

(Continued on Page 100)

West Coast news

Cooper sporting shades

Cooper Vision shortly will make its first foray into the $1 billion U.S. sunglasses market and has tapped its agency, Della Femina, Travisano & Partners, Los Angeles, to handle the December launch. The Menlo Park, Cal.-based contact-lens marketer has named the $140-a-pair distortion-free sunglasses line Revo, and believes its will appeal to sports enthusiasts keen on its technological sophistication. Cooper Vision will run an eight-page color insert, fea-

(Continued on Page 98)

Who's winning in newspaper wars

Audit Bureau of Circulations' FAS-FAX report for the six months ended Sept. 30 showed small gains for some papers and substantial losses for others when compared to figures from a year earlier. Below are figures in that report compiled from publishers' statements. *New York Post, Chicago Sun-Times* and *St. Louis Globe-Democrat* figures had not been filed by ABC's deadline, making some comparisons for those cities unavailable. [1]*Chicago Tribune* daily figures reported separately for Apr. 1-Aug. 18 and Aug. 19-Sept. 30 due to a change in publishing cycle. [2]Sunday figures for the *San Francisco Examiner and Chronicle* are combined. *Source: Audit Bureau of Circulations.*

Newspaper	Daily circulation 9/30/85	Change	Sunday circulation 9/30/85	Change
New York				
Daily News	1,353,156	+0.4	1,662,026	−3.5
Times	963,365	+3.0	1,572,498	+1.2
Chicago				
Tribune	762,842[1]	−1.7	1,138,731	None
	753,758[1]	−2.9	——	——
Los Angeles				
Herald Examiner	236,561	+1.4	206,109	−4.5
Times	1,054,123	+0.6	1,311,858	+1.0
Detroit				
Free Press	634,466	−2.0	754,615	−6.1
News	645,016	−1.7	837,821	−3.2
Boston				
Globe	509,464	−2.0	799,200	+0.8
Herald	355,253	+3.4	282,487	+0.6
San Francisco/Oakland				
Oakland Tribune	151,108	+2.0	155,020	+1.2
Chronicle	545,622	+1.8	706,345[2]	+1.0[2]
Examiner	142,314	−4.3	706,345[2]	+1.0[2]
Dallas				
News	377,843	+4.9	500,719	+10.1
Times Herald	231,224	−14.6	331,589	−11.2

Big-city papers' FAS-FAX gains show slippage

By GARY LEVIN

Readers in Detroit were down on newspapers this year, while circulation results from other big-city dailies proved a mixed bag of gainers and losers, according to the Sept. 30, 1985, FAS-FAX report released last week by the Audit Bureau of Circulations, Schaumburg, Ill.

As the ABC prepared to host its 71st annual meeting in Chicago *(see related story on Page 96)*, circulation gains made earlier this year by some major dailies (AA, May 6) began showing signs of erosion.

Although over-all readership was up in Los Angeles, both Detroit papers posted significant circulation declines.

In other competitive markets such as Boston, Dallas and San Francisco, gains by one daily apparently came mostly at the expense of its crosstown rival. Robert Maynard's *Oakland Tribune*, for example, for the first time in recent history overtook Hearst Corp.'s *San Francisco Examiner* in daily circulation.

A.H. Belo Corp.'s *Dallas Morning News* continued to widen its lead over Times Mirror Co.'s *Dallas Times Herald*.

Unreported figures for the *Chicago Sun-Times*, *New York Post* and *St. Louis Globe-Democrat* made readership comparisons for those cities unavailable. In most other cities, circulation appears to have increased, though not with the strength of previous margins.

Gannett Co.'s *USA Today* showed an average 0.7% increase to 1,170,559 copies for the six months ended Sept. 30, not including 182,338 bulk paid circulation. The national edition of Dow Jones & Co.'s *Wall Street Journal* dropped more than 50,000 copies—or 2.6%—to 1,908,913.

In New York, the *Times* posted a 3% daily circulation gain to 963,365 and a smaller Sunday gain of 1.2% to 1,572,498. Tribune Co.'s *Daily News* gained more than 6,000 copies to register a 0.4% increase to 1,353,156—still the nation's largest-circulation general daily—while its Sunday figures fell 3.5% to 1,662,026.

Every Los Angeles edition showed circulation gains both daily and Sunday, with the exception of Hearst's *Herald-Examiner*, which dropped 4.5% on Sunday to 206,109, despite daily gains of 1.4% to 236,561 in the same period. Times Mirror's flagship, the *Los Angeles Times*, gained 0.6% daily to register 1,054,123 and 1% on Sunday for a 1,311,858 total. Tribune Co.'s *Daily News*, concentrated in the San Fernando Valley, gained 4.4% daily, posting 150,403. Its Sunday circulation was 168,947, an increase of 3.9% from a year earlier.

Tribune Co., however, is expected to swap that paper for another in the wake of its $510 million purchase of KTLA-TV, Los Angeles.

That company's flagship *Chicago Tribune*, which shifted from an

(Continued on Page 99)

Nike's special lines slash Chiat's billings

By BRIAN LOWRY

Nike Inc.'s move away from mass marketing toward specialized product lines is cutting drastically into its billings at Chiat/Day, Los Angeles.

Amid rumors that Chiat would lose the account entirely to Wieden & Kennedy, Portland, Ore., Nike insists it still has two agencies. The Beaverton-based athletic apparel company admits that Chiat's portion of Nike's $20 million budget has diminished, but maintains it has shifted some specialty products Chiat's way.

After chalking up two losing quarters in early 1984 to declining sales of running shoes, Nike is channeling its efforts into gymnastics, baseball, triathlon, bowling and other specialty shoes and apparel, much of which has been considered Wieden & Kennedy's assignment.

The marketing department also has been reorganized, assigning personnel to specific brands, rather than categories such as shoes or sweat suits.

"We've really become several small companies under one banner," Nike said.

The result is an ad budget—already cut drastically from last year—focused on specialty magazines. For example, the company recently unveiled Gymnastics, a new shoe and apparel line endorsed by Olympian Mitch Gaylord.

Ads for the products ran in *International Gymnastics* and *USA Gymnastics*.

Nike admits network tv is impractical for a product with such limited appeal.

Consequently, Chiat's award-winning corporate network tv ads and expansive outdoor board exposure are going by the wayside, leaving the agency to thrash it out with Wieden for specific product assignments.

Wieden, frequently regarded as Nike's "other agency" because of Chiat's high-profile tv and outdoor campaigns, is getting the lion's share of specific product work.

Chiat, however, is still assigned to Air Jordan, the company's hot product of the moment. Chiat's Christmas-oriented tv campaign pitting Chicago Bulls guard Michael Jordan one-on-one against

(Continued on Page 99)

Miller, JWT take 'international' approach

It's a Lowenbrau world

By SCOTT HUME

It's too early to tell how consumers will react to Miller Brewing Co.'s latest positioning for Lowenbrau, now being trumpeted as an "international" rather than a domestic superpremium beer. But it's a safe bet that Anheuser-Busch, which last week announced plans to import Carlsberg, won't buy it.

The new Lowenbrau campaign from J. Walter Thompson USA, Chicago, broke Nov. 1 on network tv (AA, Oct. 31). In place of the "Tonight, let it be Lowenbrau" life-style, at-home positioning from previous agency Backer & Spielvogel, New York, the new creative carries the theme "This world calls for Lowenbrau."

It positions the brand as "the only beer brewed in the great beer-drinking countries." The new campaign also skews more heavily to on-premise scenes, where a sizable percentage of imported beer is consumed.

That "international" tack in some ways resembles the positioning that in November, 1977, led Anheuser-Busch to ask the Federal Trade Commission to investigate Milwaukee-based Miller and its then-agency McCann-Erickson, New York, for "alleged consumer deception" in its Lowenbrau advertising.

Miller in 1974 acquired exclusive import rights to Lowenbrau but since 1975 has been brewing it domestically and distributing it nationally since 1977.

A-B complained to the FTC that Lowenbrau ad copy—"When you want the taste of a truly great beer, there's really only one. Lowenbrau. Since 1383"—could "give consumers the impression that when they buy Lowenbrau they are buying the famous Munich beer."

The federal Bureau of Alcohol, Tobacco & Firearms ultimately issued an advisory telling consumers to read carefully the labels when buying Lowenbrau in order to know whether they were buying a domestic or imported beer.

Tamara Hauck, Lowenbrau brand manager at Miller, said both the brewer and JWT extensively researched executions for the new campaign to ensure it doesn't create consumer confusion over the beer's origins.

"These ads fully inform consumers, very nondefensively, that Lowenbrau is brewed here, because we think that it is one of its assets," Ms. Hauck said.

The voiceover in JWT's Lowenbrau tv spots says the beer is "Brewed in Munich, brewed in England, Sweden, Canada, Japan and here in America, for 600 years of Bavarian heritage in one smooth American beer."

New Lowenbrau print ads also explain the connec-

(Continued on Page 101)

Tv Week 6: Newcomers unwelcome

By JAMES P. FORKAN

NEW YORK—Despite the recent baseball-playoff disruptions and ABC's $30 million-plus "North & South" miniseries, which is about to throw viewing patterns awry again, agency and network tv officials feel that general viewing patterns have been set.

As the new fall prime time season began Week 6 last week, those patterns indicated: Lukewarm viewer interest in most series newcomers, including the much-publicized anthologies, and signs of vulnerability among some seemingly established action/adventure shows, movie packages and even among the highest-rated prime time soaps.

Comedy, a format that most tv

(Continued on Page 100)

World News Roundup

MADRID—Philips Iberica, the Dutch electronics giant, moved its estimated $6.2 million consumer electronics account to Bassat, Ogilvy & Mather from two local shops, Solana and Cusi Asociados.

LONDON—Apple Computer, via BBDO International, is introducing in the U.K. today a pan-European campaign for the Macintosh personal computer. The commercials might be used worldwide.

PARIS—The French government ruled that programing can be interrupted for commercial messages on the two new private tv stations being launched next year and on pay tv stations. The government-run tv networks will continue to cluster commercials around programs.

LISBON—R.J. Reynolds Portuguesa is launching a new cigaret brand, Valmont, in a joint effort with Portuguese state-owned tobacco company Tabaqueira Ep. McCann-Erickson/Hora is handling.

LONDON—Miller Brewing reportedly is negotiating with U.K. brewery Courage to launch one or more Miller brands in the U.K.

MELBOURNE—Paul Newman will become a spokesman in a retail campaign for Nissan here in 1986. George Patterson Pty. is handling.

SAO PAULO—McDonald's Corp. is introducing a version of the McD.L.T. hamburger, called McSalad Premium, in a tv, radio and outdoor

(Continued on Page 54)

DDB's global face-lift—P. 55

Newspaper Advertising MRCS/SAU Inches

August 1985 vs. August 1984

AKRON, OH

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
Beacon Journal (E)	89.769	28.875	98.589	27.408
Beacon Journal (S)	65.134	13.604	70.203	7.673
Grand Total	154.903	42.479	168.792	35.081

NOTE: Part run figures supplied by publisher to Media Records.

ATLANTA, GA

Constitution (M)	192.626	65.790	182.790	53.008
Journal (E)	182.120	60.561	179.546	54.246
Journal & Constitution (S)	123.988	61.731	121.604	56.636
Journal & Constitution (Sat)	47.531	——	34.690	——
Grand Total	546.265	188.082	518.630	163.890

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

News American (S)	38.642	10.546	35.779	1.518
News American (E)	35.766	4.078	48.403	6.924
Sun (M)	113.713	6.303	120.246	8.137
Sun (E)	88.921	6.303	98.037	8.101
Sun (S)	134.862	33.046	125.256	29.138
Grand Total	411.904	60.276	472.721	53.818

BERGEN COUNTY, NJ

Record (E)	154.799	25.222	158.756	24.406
Record (S)	124.962	28.561	126.880	19.504
Grand Total	279.761	53.783	285.636	43.910

NOTE: Record Evening published five days a week only.

BOSTON, MA

Herald (M)	49.715	1.326	43.715	——
Herald (S)	15.711	26.546	12.352	25.784
Globe (M)	128.452	9.564	134.623	10.034
Globe (S)	159.294	30.076	157.318	24.158
Grand Total	353.172	67.512	348.008	59.976

BUFFALO, NY

News (AD)	110.729	22.855	114.599	15.150
News (S)	48.078	31.023	40.389	18.813
Grand Total	158.807	53.878	154.988	33.963

CAMDEN, NJ

Courier Post (E)	111.799	17.927	110.169	22.555
Courier Post (S)	52.259	3.067	47.629	1.114
Grand Total	164.058	20.994	157.798	23.669

CHARLOTTE, NC

News (E)	74.145	——	74.993	——
Observer (M)	128.629	——	115.823	——
Observer (S)	62.389	——	63.833	——
Grand Total	265.163	——	254.649	——

NOTE: News Evening published five days a week only. Part run figures not available.

CHICAGO, IL

Sun-Times (M)	131.986	93.412	128.738	60.389
Sun-Times (S)	45.859	46.557	49.254	35.051
*Tribune (AD)	130.401	199.341	124.669	173.297
*Tribune (S)	108.318	80.385	113.922	80.646

NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 8/5-8/5 through 9/1/85.

CINCINNATI, OH

Enquirer (M)	156.883	9.632	161.626	16.563
Enquirer (S)	127.867	11.734	111.832	6.270
Post (E)	79.632	24.722	72.274	24.846
Grand Total	364.382	46.088	345.732	47.679

CLEVELAND, OH

Plain Dealer (M)	131.765	28.693	147.998	28.278
Plain Dealer (S)	104.879	6.424	99.338	8.576
Grand Total	236.644	35.117	247.336	36.854

DALLAS, TX

News (M)	324.194	10.837	325.934	18.300
News (S)	172.242	7.949	170.196	13.648
Times-Herald (AD)	276.189	18.862	295.702	23.183
Times-Herald (S)	129.545	6.194	130.446	24.971
Grand Total	902.170	43.842	922.278	80.102

DENVER, CO

Rocky Mt. News (M)	298.323	883	311.603	4.991
Rocky Mt. News (S)	90.866	2.857	85.002	1.447
Post (M)	189.404	2.573	201.322	13.480
Post (S)	112.678	1.659	119.134	1.780
Grand Total	691.271	7.972	717.061	21.698

DETROIT, MI

Free Press (M)	95.163	35.393	90.998	44.219
Free Press (S)	39.722	31.667	36.743	20.205
News (AD)	148.988	35.729	127.851	27.547
News (S)	81.452	24.687	81.921	15.224
Grand Total	365.325	127.476	337.513	107.195

FORT LAUDERDALE, FL

News & Sun Sentinel (S)	100.997	——	94.596	——
Sun Sentinel (M)	280.024	——	287.944	——
Grand Total	381.021	——	382.540	——

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

*FORT WAYNE, IN

Journal Gazette (M)	73.615	——	73.505	——
Journal Gazette (S)	60.826	——	54.055	——
News Sentinel (E)	80.387	——	85.437	——
Grand Total	214.828	——	212.997	——

NOTE: Part run figures not available.

FORT WORTH, TX

Star Telegram (M)	269.969	90.109	268.686	67.238
Star Telegram (E)	207.253	90.109	227.991	67.238
Star Telegram (S)	149.238	48.318	127.604	61.105
Grand Total	626.460	228.536	624.281	195.581

NOTE: Figures supplied by publisher to Media Records.

GREENWICH/STAMFORD, CT

Time (E)	76.752	——	83.483	——
Time (S)	56.726	——	46.273	——
Advocate (E)	101.448	1.994	107.042	1.890
Advocate (S)	59.062	——	51.682	——
Grand Total	293.988	1.994	288.480	1.890

HARTFORD, CT

Courant (M)	137.687	32.613	136.186	29.910
Courant (S)	72.283	129.305	86.754	89.441
Grand Total	209.970	161.918	222.940	119.351

HONOLULU, HI

Advertiser (M)	132.455	——	130.483	——
Star Bulletin (E)	123.087	——	125.749	——
Star Bulletin & Advertiser (S)	71.627	——	70.043	——
Grand Total	327.169	——	326.275	——

HOUSTON, TX

Chronicle (AD)	280.332	46.514	330.170	52.247
Chronicle (S)	119.325	39.012	134.649	33.420
Post (M)	177.819	43.391	205.851	47.786
Post (S)	64.786	32.169	71.538	24.569
Grand Total	642.262	161.086	742.208	158.022

LONG BEACH, CA

Press Telegram (M)	115.987	——	119.363	——
Press Telegram (S)	46.382	——	48.134	——
Grand Total	162.369	——	167.497	——

NOTE: Part run figures not available.

LONG ISLAND, NY

Newsday (E)	186.344	48.508	172.971	45.743
Newsday (S)	94.755	70.064	83.959	62.471
Grand Total	281.099	118.572	256.930	108.214

LOS ANGELES, CA

Times (M)	308.952	309.790	321.201	251.454
Times (S)	156.415	94.336	153.046	82.218
Herald Examiner (M)	75.578	12.711	56.973	16.637
Herald Examiner (S)	12.179	5.492	13.281	2.960
Grand Total	553.124	422.329	546.501	353.269

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	219.527	35.313	195.246	28.160
News (S)	84.231	2.841	74.535	2.928
Grand Total	303.758	38.154	269.781	31.088

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	212.264	——	200.580	——
Grand Total	212.264	——	200.580	——

NOTE: Figures supplied by publisher to Media Records.

*LOUISVILLE, KY

Courier Journal (M)	102.564	57.051	102.309	52.636
Courier Journal (S)	63.721	68.639	60.446	63.917
Times (E)	101.939	61.816	103.223	72.224
Grand Total	268.224	187.506	265.978	188.777

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	157.688	——	190.172	——
Herald (S)	86.554	——	87.012	——
News (E)	58.484	——	67.471	——
Grand Total	302.726	——	345.255	——

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	104.446	23.087	119.385	31.531
Star & Tribune (S)	137.355	2.182	126.219	2.352
Star & Tribune (Sat)	24.948	——	20.996	——
Grand Total	266.749	25.269	266.600	33.883

*NASHVILLE, TN

Banner (E)	119.356	——	109.425	——
Tennessean (M)	122.992	——	109.163	——
Tennessean (S)	80.816	——	66.116	——
Grand Total	323.164	——	284.704	——

NOTE: 1985 figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	91.566	4.096	——	——
Home News (Sun)	70.084	957	——	——
Grand Total	161.650	5.053	——	——

NOTE: 1984 figures not available.

NEW YORK, NY

Times (M)	134.311	16.072	135.497	22.011
Times (S)	162.556	82.490	157.174	85.228
News (M)	64.234	100.740	66.382	96.362
News (S)	32.382	72.261	27.955	70.950
Post (AD)	56.251	1.121	58.583	——
Grand Total	449.734	272.684	445.591	274.551

NEWARK, NJ

Star Ledger (M)	206.941	5.208	202.397	4.659
Star Ledger (S)	154.679	28.342	149.560	29.179
Grand Total	361.620	33.550	351.957	33.838

OAKLAND, CA

Tribune (M)	94.772	62.659	96.510	67.340
Tribune (S)	46.022	37.612	47.188	28.341
Grand Total	140.794	100.271	143.698	95.681

OCEANSIDE, CA

Blade-Tribune (E)	95.844	4.313		
Blade-Tribune (S)	41.907	——		
Grand Total	137.751	4.313		

NOTE: 1984 figures not available.

ORANGE COUNTY, CA

Register (AD)	340.822	68.327	295.147	65.142
Register (S)	126.986	8.176	112.077	7.262
Grand Total	467.808	76.503	407.224	72.404

PHILADELPHIA, PA

Inquirer (M)	162.699	52.452	148.457	46.110
Inquirer (S)	121.619	41.170	103.809	38.447
News (E)	80.741	3.098	77.254	1.838
Grand Total	365.059	96.720	329.511	87.355

*PHOENIX, AZ

Arizona Republic (M)	223.399	9.536	217.224	6.338
Arizona Republic (S)	138.072	——	132.970	——
Gazette (E)	215.471	9.758	211.545	6.444
Grand Total	576.942	19.294	561.739	12.782

NOTE: Figures supplied by publisher to Media Records.

ROCHESTER, NY

Democrat & Chronicle (M)	91.433	12.717	101.214	12.176
Democrat & Chronicle (S)	64.482	25.905	62.079	16.262
Times Union (E)	77.036	13.309	85.701	14.520
Grand Total	232.951	51.931	248.994	42.958

NOTE: Times Union Evening published five days a week only.

SACRAMENTO, CA

Bee (M)	243.504	25.841	240.070	18.577
Bee (S)	99.733	13.872	104.294	4.111
Grand Total	343.237	39.713	344.364	22.688

*ST. LOUIS, MO

Post Dispatch (M)	110.461	35.894	99.323	43.031
Post Dispatch (S)	109.458	——	108.470	——
Grand Total	219.919	35.894	207.793	43.031

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	91.916	——	92.544	——
Pioneer Press Dispatch (S)	101.865	——	90.726	——
Dispatch (E)	——	——	96.538	——
Grand Total	193.781	——	279.808	——

NOTE: Part run figures not available. Pioneer Press Morning and Dispatch Evening combined to one edition. Pioneer Press Dispatch 7 Day effective January 2, 1985. The Pioneer Press Morning activity is shown in the Pioneer Press Dispatch All Day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 5, 1985. Prior to January 2, 1985, Pioneer Press Morning and Dispatch Evening had a combined Saturday edition with the activity shown only in the Dispatch Evening.

SAN ANTONIO, TX

Express-News (AD)	146.641	28.857	139.322	38.043
Express-News (S)	81.085	26.618	78.095	21.233
Express-News (Sat)	49.011	——	40.267	——
News (E)	——	——	138.692	26.015
Light (AD)	143.757	33.966	131.542	53.239
Light (S)	80.162	25.305	74.599	29.503
Light (Sat)	43.389	——	34.029	——
Grand Total	544.045	114.746	636.546	168.033

NOTE: Express Morning and News Evening combined to one edition. Express News All Day effective September 10, 1984. The Express Morning activity is shown in the Express News All Day listing. Prior to September 10, 1984 Express Morning and News Evening published five days a week only.

Light All Day published five days a week only. Light Evening changed to Light All Day effective January 1985.

SAN DIEGO, CA

Union (M)	250.109	15.910	216.038	14.383
Union (S)	125.526	——	110.192	——
Tribune (E)	247.982	17.484	227.324	14.380
Grand Total	623.617	33.394	553.554	28.763

SAN FRANCISCO, CA

Chronicle (M)	136.225	78.108	131.000	62.291
Examiner (E)	130.430	77.000	129.868	60.865
Examiner & Chronicle (S)	68.752	42.819	65.249	41.953
Grand Total	335.407	197.927	326.117	165.079

SAN JOSE, CA

Mercury News (AD)	310.658	29.881	308.844	31.222
Mercury News (S)	146.754	——	141.063	——
Grand Total	457.412	29.881	449.907	31.222

SHREVEPORT, LA

Journal (E)	86.686	8.172	88.051	8.709
Times (M)	109.103	21.691	110.593	23.793
Times (S)	66.475	4.504	61.297	6.384
Grand Total	262.264	34.367	259.945	38.886

*STATE COLLEGE, PA

Centre Times (E)	78.983	2.439	90.811	5.421
Centre Times (S)	31.363	694	30.881	271
Grand Total	110.346	3.133	121.692	5.692

NOTE: Figures supplied by publisher to Media Records.

SYRACUSE, NY

Herald Journal (E)	91.240	27.695	93.297	25.242
Herald American (S)	42.574	48.090	47.401	25.543
Post Standard (M)	81.699	30.062	85.091	26.519
Grand Total	215.513	105.847	225.889	77.304

*TAMPA, FL

Tribune (AD&S)	309.220	109.696	317.392	85.696
Grand Total	309.220	109.696	317.392	85.696

NOTE: Figures supplied by publisher to Media Records.

*TOLEDO, OH

Blade (E)	91.957	——	108.459	——
Blade (S)	88.353	——	81.934	——
Grand Total	180.310	——	190.393	——

NOTE: Figures supplied by Dy-Fisher to Media Records.

WASHINGTON, DC

Post (M)	249.148	39.539	255.647	43.783
Post (S)	146.064	23.599	131.149	31.514
Grand Total	395.212	63.138	386.846	75.297
Alexandria Journal (M)	63.555	966	61.107	——
Prince George's Journal (M)	56.739	1.741	53.053	——
Montgomery Journal (M)	57.817	1.243	53.240	359
Fairfax Journal (M)	64.372	1.163	62.206	359
Arlington Journal (M)	63.438	881	61.215	——

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.

*WEST PALM BEACH, FL

Post (M)	203.281	35.134	217.978	33.272
Times (E)	164.551	1.302	190.682	3.617
Post (S)	114.081	11.308	113.595	9.836
Grand Total	481.913	47.744	522.255	46.725

NOTE: Figures supplied by publisher to Media Records.
Times Evening published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	79.482	13.591	76.332	15.541
Reporter Dispatch (S)	69.133	17.438	59.773	25.479
Grand Total	148.615	31.029	136.105	41.020

WICHITA, KS

Eagle-Beacon (M)	116.368	——	131.608	——
Eagle-Beacon (S)	76.553	——	70.064	——
Grand Total	192.921	——	201.672	——

NOTE: Part run figures not available.

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service, Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page

Papers

(Continued from Page 3)
all-day to a morning-only publishing cycle Aug. 19, also apparently has suffered from a production workers' strike that began July 18.

Both factors contributed to daily declines at the paper, the *Tribune* said. Those drops presumably would benefit Rupert Murdoch's *Chicago Sun-Times*, whose figures were not filed in time for the FAS-FAX report.

Tribune average daily figures for the April 1-to-Aug. 18 period were 762,842, down 1.7%, while Aug. 18-to-Sept. 30 results showed a steeper decline of 2.9%, to 753,758.

The sharper drop was due to the strike, which cost it 3,000 copies, the paper said, and to the elimination of the Green Streak afternoon edition after the strike began.

The *Tribune's* Sunday edition was up by just more than 1,000 copies—an insignificant percentage—to 1,138,731.

In Detroit, Gannett Co., which bought the Evening News Assn. for $717 million (AA, Sept. 2), may be displeased that the ENA flagship *Detroit News'* daily circulation slipped 1.7% daily and 3.2% on Sunday, to 645,016 and 837,821, respectively.

It could take comfort, however, with the knowledge that Knight-Ridder's *Detroit Free Press* posted even sharper declines of 2% daily to 634,466 and 6.1% on Sunday to 754,615.

Over-all, the Detroit papers have lost 24,000 daily copies, or 1.8% of their combined circulation, since September, 1984.

Denver dailies had contrasting results. With 1984 figures for both papers adjusted to reflect completion of audits there, the *Denver Post* in the '85 period reported a whopping 20% Sunday sales gain, to 413,477, while Scripps-Howard's *Rocky Mountain News* gained 1.4% Sunday to 371,102.

Daily, the *Post* dropped 5.7% to 213,042, while the *News* gained a mere 370 copies, posting a 0.1% increase to 317,930.

Further west in the Bay Area, Mr. Maynard's *Oakland Tribune* gained 2% daily to 151,108 and 1.2% Sunday to 155,020, perhaps at the expense of Hearst's *San Francisco Examiner*, which has a joint-operating agreement with Chronicle Publishing Co.'s *San Francisco Chronicle*.

The *Examiner* lost 6,000 copies—or 4.3%—daily, posting a circulation of 142,314, while the *Chronicle* held its own, gaining 1.8% to report a daily total of 545,622. The combined Sunday *Examiner & Chronicle* gained 1% to 706,345.

Texas papers waged their own circulation battles. The *Dallas Morning News* continued to pummel the rival *Times Herald*, gaining 4.9% daily for a total average circulation of 377,843 and adding 45,600 copies to its Sunday figures, posting a 10.1% increase to 500,719.

The *Times Herald*, in contrast, continued its slump, losing nearly 40,000 daily copies—or 14.6%—for a total of 231,224. It also lost the *News'* Sunday gains, dropping 11.2% to 331,589.

The *Houston Chronicle* gained 2% daily to 439,044 but lost 2.4% Sunday, posting an average circulation of 518,679. The *Post* lost 1% daily, falling further behind its rival with a 305,375, but gained by 3.1% Sunday to reach 365,303.

In Boston, Mr. Murdoch's *Herald* continued to challenge the venerable *Boston Globe*, though the *Globe* still commands a significant lead. The *Herald* gained 3.4% daily to 355,253, while the *Globe* lost 2%, dropping more than 10,000 copies to 509,464. On Sunday, both papers gained slightly: The *Globe* was up 0.8% to 799,200, while the *Herald* increased 0.6% to 282,487.

In St. Louis, Pulitzer Publishing Co.'s *St. Louis Post-Dispatch* continued to threaten the vitality of the *St. Louis Globe-Democrat*, whose figures were not available. The *P-D* gained 4.8% daily to 277,527 and 0.5% Sunday, posting 481,618.#

Soul

(Continued from Page 4)
wouldn't commingle."

While revitalizing its advertising effort, Rax also is interested in adding more "stuff" to its menu, which, in addition to its flagship roast-beef sandwiches, includes hot stuffed baked potatoes and an extensive salad bar. That bar now is being revamped in company-owned units to include a "Nacho Bar" where a variety of items (tortilla chips, Spanish rice, refried beans, melted cheese) is available for customers to assemble their own nachos. The Nacho Bar is the focus of radio spots only, although tv support may be added later.

Additionally, the chain is testing hamburgers in a few markets. Special ads in the new campaign that include mention of hamburgers begin airing this week. A breakfast menu that has been selectively tested for more than a year does not show enough promise to warrant expansion, Mr. Corrigan said.

All this activity comes on the heels of sharply lower earnings for the chain. For the fiscal year ended July 29, Rax reported a pretax loss of $4.78 million on revenues of $113.2 million, compared with the previous year's net income of $4.3 million on revenues of $92.7 million. The company eliminated 20 administrative positions after issuing that report, including one post in the marketing department.

When DMB&B was selected, Rax said it would double annual spending to $7 million to $10 million. Despite the disappointing yearend report, total spending still will be in that range during the next 12 months, Mr. Corrigan said.

Singing the r&b version of the "House that Rax Built" musical theme used in the initial tv spot is Cissy Houston (whose daughter, Whitney Houston, can be heard singing backup vocals). Dave Loggins (who sings the "Miller, Made the American Way" song) sings the country version used on radio; John Fiori sings the rock version.

Creative credits for the campaign go to director Hobby Morrison of Michael David Productions, New York, and editor Dick Stone of Stone Cutters, New York. Michael Zagar did musical direction and arrangements.

DMB&B's account team includes management supervisor Steve Gramps, account supervisor David Williamson, creative group heads Barry Logiudice and Dick Fitzhugh, producer Shelley Platt, art director Carolyn Braun and copywriter Barbara Byrne.#

Saatchi

(Continued from Page 6)
bun, placing advertising in the paper.

Even today, 63% of Asahi's billings are placed in newspapers and only 10% in tv. Also, half of its newspaper billings are placed in *Asahi Shimbun*.

"It's not really an account management type of agency," one source said. "Clients look to Asahi for media placement."

Asahi also lacks international experience and only started an "international business promotion division" this year in preparation for its linkup with Saatchi.

However one source, agreeing that Asahi is more known for its print than tv work, said, "Given the difficulty of media buying in Japan, Saatchi considers that a strong rather than weak point." Asahi is "broader than an in-house agency," he said.

Saatchi officials rejected setting up a separate joint-venture agency, like DYR, a joint venture of Young & Rubicam and Dentsu.

Instead, the cooperative agreement with Asahi will allow clients to have access to Saatchi's best people, rather than "weaker" people who are often sent to man joint-venture agencies, Saatchi officials are saying.

The agreement appears similar to one between SSC&B:Lintas and Hakuhodo.

Saatchi previously had a loose affiliation with Dai Ichi Kikaku, Japan's fifth-largest agency, but terminated it this spring.

DIK's primary international alliance is with Doyle Dane Bernbach, which owns a small number of DIK shares. The Japanese agency also owns a small number of DDB shares, and the two agencies recently set up a joint venture in the U.S.

Mr. Gossett conceded that was one of the reasons Saatchi went looking for a new partner.#

Nike

(Continued from Page 3)
Santa Claus breaks this month.

Nike also plans a spring tv campaign, but declined to specify by which agency for which product. Some ads will probably introduce Stickball, baseball-styled shoes for casual wear endorsed by New York Mets' pitching ace Dwight Gooden and Atlanta Braves' outfielder Dale Murphy (AA, Sept. 16).

Nike product manager David Smith said Chiat was working on a print ad for Stickball, but it is unclear who will get the broader assignment.

Though Nike insists shoes are still the main part of the company, corresponding t-shirts, pants and shorts are a growing portion of its inventory.

Recent line introductions built around athletes include BRS (Biking Running Swimming), endorsed by triathletes Mark Allen and Joanne Ernst, and a line of bowling shoes, bags and shirts, endorsed by bowler Marshall Holman. The company will promote both with print and the latter with tv, on the long-running Pro Bowlers tour telecasts.#

Letven changes name

HORSHAM, PA.—Letven Advertising has changed its name to Letven/Diccicco Advertising, and has moved to new offices at Two Electronic Dr., 19044.

The name change reflects exec vp Mike Diccicco's 10 years of work at the agency, according to agency president Ed Letven.#

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